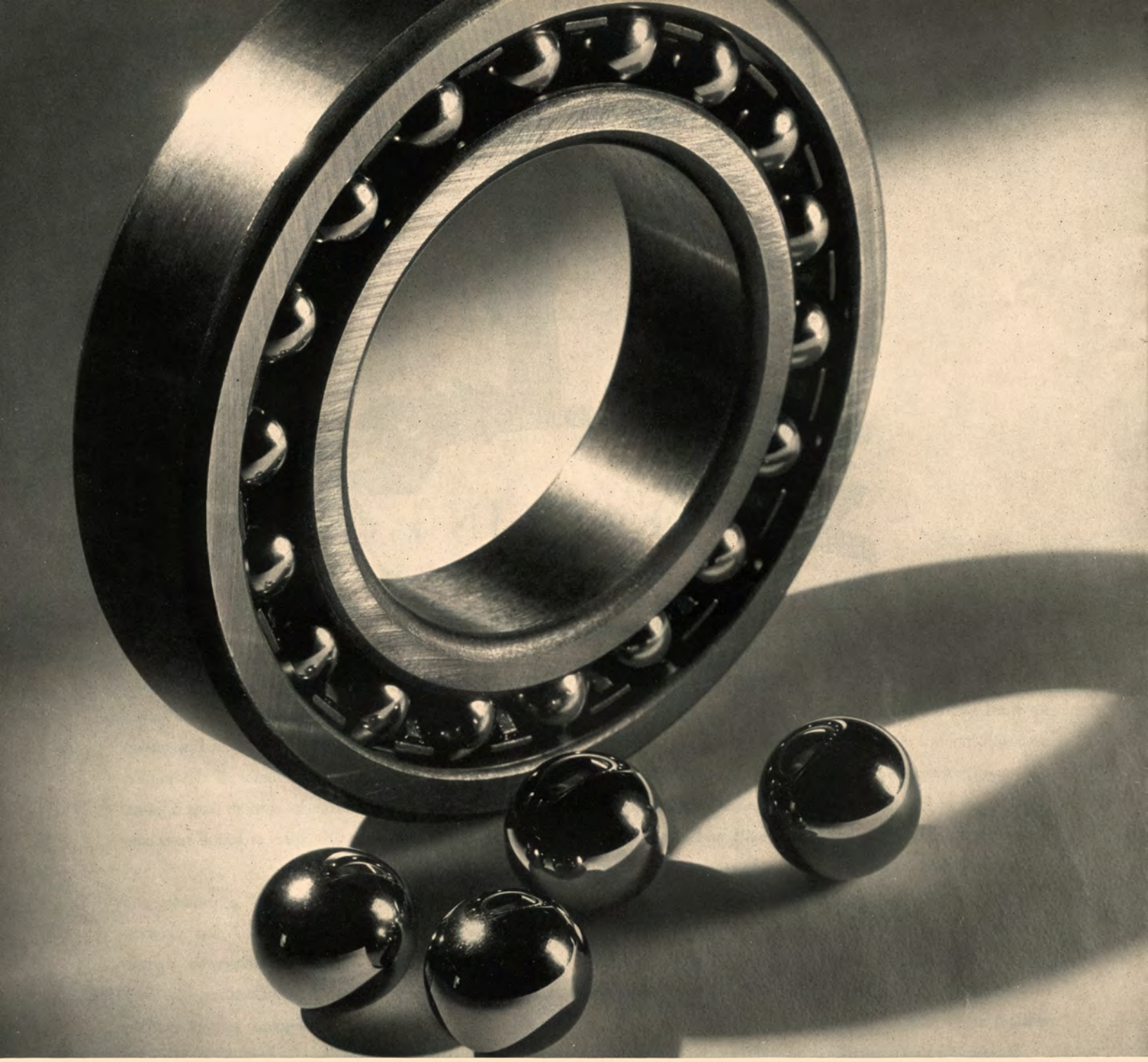


Every story—every article—rounded, tempered, polished for smooth coordination... for the frictionless drive that makes advertising work as pages turn.

THE American MAGAZINE

The Crowell Publishing Company . . . COLLIER'S, WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE, THE COUNTRY HOME . . . *Combinea Circulation Over 8,300,000*

Copyright, 1937, R. J. Reynolds Tobacco Company

# In ten more minutes what will you be doing?

IN ten more minutes they'll be in action —American fighters risking life and limb to conquer one more bridgehead on the road to freedom.

And in ten more minutes—what will *you* be doing to help win this war?

Because it's up to you as much as it's up to them. Unless you—and all the rest of us at home—are devoting every spare minute of our time to fighting this war as civilians, *their* chances of victory are slim.

Next time you read of an American raid on enemy positions—with its tragic footnote of lost planes and ships and men—ask yourself:

*"What* more *can I do today for freedom? What* more *can I do tomorrow that will save the lives of men like this and help them win the war?"*

* * *

To help you find *your* place in America's War for Freedom, the Government has organized the Citizens Service Corps as part of local Defense Councils. Probably there is one of these Corps operating now in your community. Give it your full co-operation. If none exists, help organize one.

Write to this magazine for a free booklet, "You and the War," telling you what to do and how to do it. This is *your* war. Help win it. Choose what you will do now!

***EVERY CIVILIAN A FIGHTER***

**Contributed by the Magazine Publishers of America**

# What did *you* do today ...for Freedom?

Today, at the front, he died . . . Today, what did *you* do?
Next time you see a list of dead and wounded, ask yourself:
"What have *I* done today for freedom?
What can I do tomorrow that will *save* the lives of
men like this and help them win the war?"

To help you to do your share, the Government has organized the Citizens Service Corps as a part of local Defense Councils, with some war task or responsibility for every man, woman and child. Probably such a Corps is already at work in your community. If not, help to start one. A free booklet available through this magazine will tell you what to do and how to do it. Go into action today, and get the satisfaction of doing a needed war job well! ***EVERY CIVILIAN A FIGHTER***

*CONTRIBUTED BY THE MAGAZINE PUBLISHERS OF AMERICA.*

"Open your mouth and shut your eyes,
And I'll give you something to make you wise."

*Painted by Edward V Brewer for Cream of Wheat Co.*

*Copyright 1917 by Cream of Wheat Co.*

"HERE YOU ARE"

*Painted by Edward V. Brewer for Cream of Wheat Co*

*Copyright 1917 by Cream of Wheat Co.*

# SALES APPEAL BY THE YARD

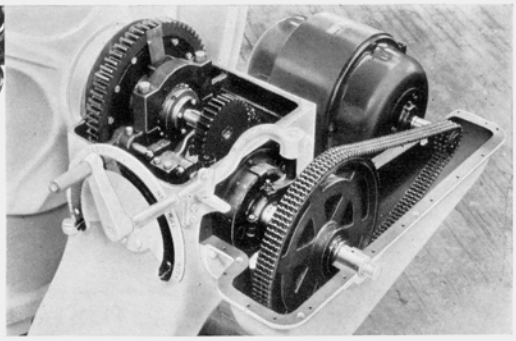
HARDLY a man alive can resist picking up a length of Diamond Chain, examining it, commenting on it.

If his mind runs to esthetics the fluid beauty of these matched parts appeals to him. He is intrigued by the sensation of aliveness in the chain as the links and rollers move, smooth and precise, suggesting their uncompromising performance. And if he tends to the intensely practical, he cannot help but think how well made, how perfectly suited to the purpose, is this drive.

Either way, a machine's sales opportunity is improved when the values and the name of Diamond Chain are added to its other virtues.

With this drive, short centers and long distances are no hazard to power transmission on machines. There is no stretch, no slippage. Diamond Chain is compact, and quiet. It absorbs shock, it absorbs little power of itself. It presents almost no maintenance problem.

Diamond Chain Engineers specialize in applying correct drives, thus bettering performance and helping to increase sales. Call in a Diamond Engineer for a talk . . . If you'd like a novel paper weight, write for a short strand of Diamond Chain. It is sent in an attractive case . . . DIAMOND CHAIN & MFG. CO., 467 Kentucky Avenue, Indianapolis, Indiana. *Offices and Distributors in All Principal Cities.*



**DIAMOND ROLLER CHAIN**

CONTINENTAL
DISTILLED DRY
LONDON DRY
DIXIE BELLE
DISTILLED
DRY
GIN
CONTINENTAL
STRAIGHT WHISKY
100° PROOF
100°
PROOF
ONE QUART
RITTENHOUSE
SQUARE
Straight
RYE WHISKY
TO 1935
It was a good old 1934 that restored the privilege of enjoying good, pure liquor of dependable merit. At the turn of the year Continental dedicates all the resources at its command to the production of such outstanding quality brands as RITTENHOUSE Square Straight Rye Whisky and DIXIE BELLE Distilled Dry Gin. May they bring you added joy and pleasure throughout 1935.
CONTINENTAL DISTILLING CORPORATION, PHILADELPHIA
RITTENHOUSE
Square
STRAIGHT RYE WHISKY
100 PROOF

## COLUMBUS 1937 STYLE

Durez molding materials have opened a whole new world for manufacturers, product engineers and designers. Durez offers them infinite possibilities for new product improvements and smart styling.

It was a modern Columbus, exploring this new world of plastics, who created today's compact telephone with molded Durez. Another farsighted designer engineered the popular Packard Lektro-Shaver with a molded Durez housing that lasts a lifetime.

Other manufacturers have had similar success with Durez... Sears Roebuck's fast selling Silvertone Radio; Telechron's smartly styled clocks; Bausch and Lomb's sensational new spectacle case; and a host of other new and improved products have capitalized on the many advantages of Durez.

For with Durez design limitations are few . . . your product can have vivid color, sleek surface finish, light weight; and fabrication is simplified because molded Durez is formed and finished in *one* operation.

In considering the application of plastics to your product investigate Durez, the hot press phenolic plastic. General Plastics, Inc., 19 Walck Road, North Tonawanda, New York.

*'IT'S 'NEW' PERMANENTLY" says Vice-Pres., Dictograph Products Co., Inc.*

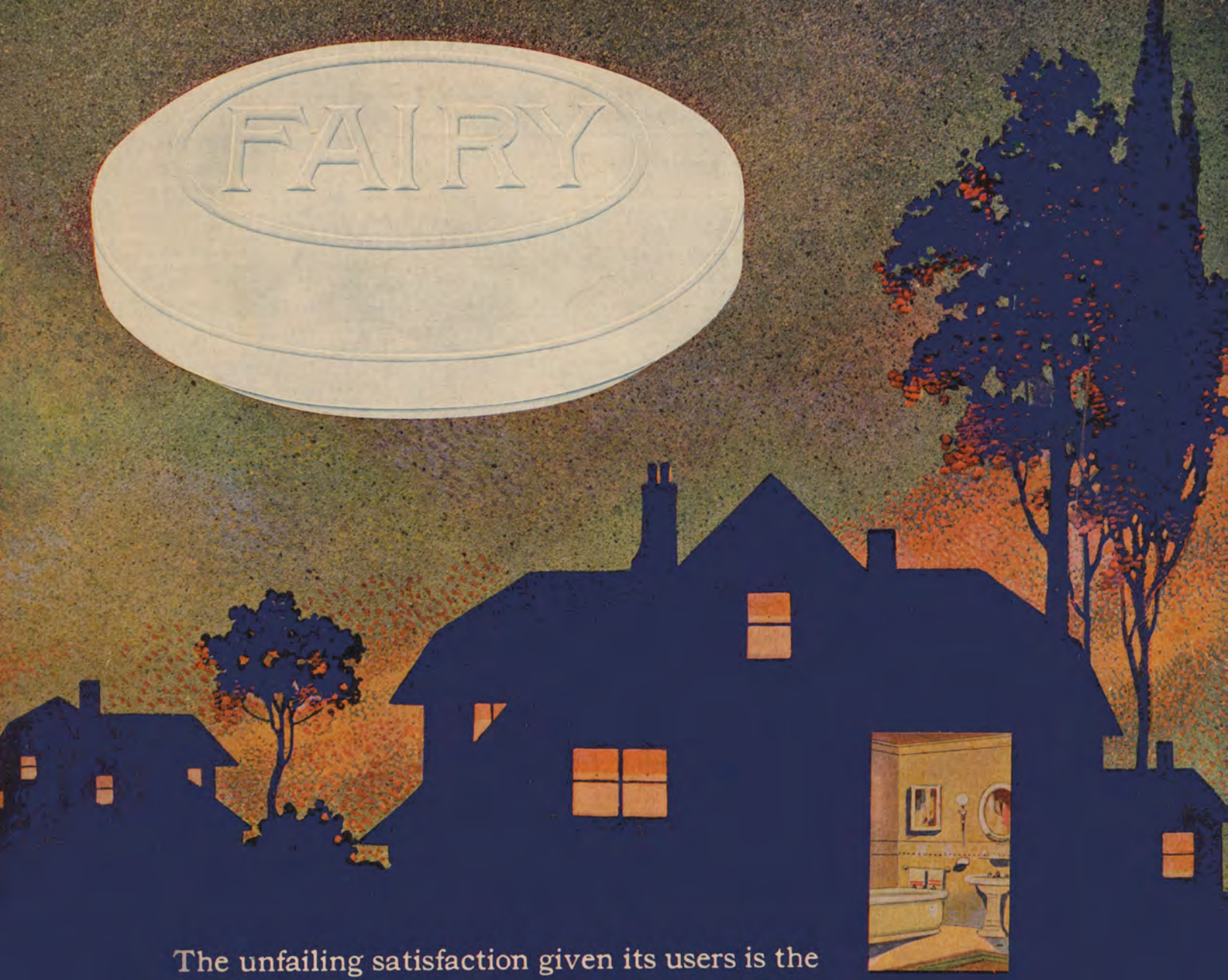
*"There are two main reasons why we chose Durez for the Packard Lektro-Shaver housing," says Harry Aaron. "Abuse and constant handling can't harm the finish; it will always look sleek and shiny. And using Durez simplifies production because each part comes from the molding press formed and finished, ready for assembly."*

Harry Aaron

GENERAL PLASTICS'

# DUREZ

ONE OF INDUSTRY'S MOST VERSATILE MATERIALS




The unfailing satisfaction given its users is the reason why, year in and year out, they prefer

# FAIRY SOAP

*For toilet and bath*

Fairy soap is made by experts, using only the choicest materials. Its whiteness suggests the purity that is shown in the rich, free lather and the refreshing cleansing qualities. No better soap can be made.

The oval, floating cake fits the hand and wears to the thinnest wafer without losing its fine quality.

THE N. K. FAIRBANK COMPANY

5¢

*"Have you a little Fairy in your home?"*

# Firestone

## Triumphs AT "A CENTURY OF PROGRESS."

### Have you ever seen a tire made?

More than five million people have gone through the Firestone Factory and Exhibition Building at "A Century of Progress" and have seen Firestone Tires made—from the mixing of the rubber and Gum-Dipping of the cords to the actual building and curing of the tire.

The Firestone Gum-Dipping Machine shown at the left saturates and coats *every fiber* within the *high stretch cords* with *pure liquid rubber*, adding eight pounds of pure rubber to every one hundred pounds of cord. This is an EXTRA process for safety and blowout protection *not used in any other tire*. It is one of the reasons why Firestone Gum-Dipped Tires hold all World Records on road and track for Safety, Speed, Mileage and Endurance.

When you visit the World's Fair, we invite you to see how Firestone Gum-Dipped Tires are made and also to see the Firestone Multi-Color Shadow Sign shown above and the Firestone Singing Color Fountain shown below, the only installations of their kind in the world.

TIRES • TUBES • BATTERIES • SPARK PLUGS • BRAKE LINING • RIMS • ACCESSORIES

# Not a hair out of place

This serenely confident young lady has just stepped from her car. She has no fear that her hair was tousled or her gown ruffled by unkind breezes, for her car has Fisher No Draft Ventilation, latest and greatest contribution to personal appearance and comfort — to health and safety. No Draft Ventilation, in any weather, provides fresh air without chilling drafts on any passenger. In stormy weather it keeps the interior of windows and windshield safely fog-free. And in appearance it sets the new style—visibly identifies a car as modern. Doesn't all this make it more important than ever for you to have a new car—and for that car to have Body by Fisher?

BODY *by* FISHER

*on* GENERAL MOTORS CARS ONLY:
CHEVROLET · PONTIAC · OLDSMOBILE
BUICK · LA SALLE · CADILLAC

# "Yes, suh, Colonel, I'se comin'!"

**THE ORIGINAL KENTUCKY MINT JULEP**

Put a dozen sprigs of mint in bowl, cover with powdered sugar and enough water to dissolve sugar. Crush mint gently. Put half of mint and liquid in bottom of tall glass; fill glass half full of shaved ice, add remaining mint and liquid, fill glass to top with shaved ice. Pour in Four Roses Whiskey until glass is full. Place in ice-box for at least an hour. Garnish with mint—and serve.

*"One mo' sprig o' mint, wavin' its green head ovah the silv'ry frost o' the glass. A dash o' powduhed sugah on the leaves—and there, bless yo' thirst, is a julep!"*

AND there, bless your thirst, *is* a julep—if Four Roses mingles its fragrance with the fresh young mint.

Four Roses was born for just such a sublime duty. It has the rich bouquet that old-fashioned distilling methods give. It has the full, lush flavor that comes from Kentucky and Maryland limestone water.

And so when Four Roses goes into your julep, when its genial soul blends with the heart of the mint and rime forms on the glass, the drink you raise to your fortunate lips is no longer a drink . . . it is a lyric of fragrance and friendliness.

We exaggerate? This afternoon, make yourself a julep—or have one made at your favorite hotel or restaurant. Be sure the whiskey is Four Roses! Then you'll get a julep at its finest.

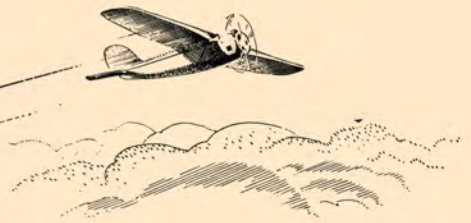
Frankfort makes a whiskey for every taste: PAUL JONES, Old Oscar Pepper—blends of straight whiskies—Antique, Mattingly & Moore—blended whiskies—Shipping Port—straight whiskey. Send 10¢ for "Irvin S. Cobb's Own Recipe Book."

**Lovers of fine gin will appreciate the rare flavor of Paul Jones ★★★★ Gin**

# FOUR ROSES WHISKEY

*Made by Frankfort Distilleries of Louisville and Baltimore*
*America's largest independent distillers*

# Wiley Post



# CONQUERS *new Frontier* - IN HIS RUBBER SUIT *by* GOODRICH

*Reading Time 45 seconds*

AROUND THE EARTH, up into the stratosphere, setting new records—Wiley Post is blazing many a trail for the aviation world to follow. He believes that future speed flying will be done in the rarefied air of the stratosphere. To demonstrate the practicability of that belief, he flies at 7-mile heights in his Goodrich-built suit which makes such flying possible.

The idea for this suit was Post's. He came to Goodrich because he found that no other rubber company had such facilities, experience and willingness to develop the unusual in new applications of rubber.

The suit is literally "air conditioned." With the special metal helmet, it completely encloses the wearer. Oxygen is forced into the suit, and a valve permits used air to escape. This suit was made by the Anode process sponsored by Goodrich—a process which results in a rubber that is light yet perfectly flexible, and with great strength.

Wiley Post's suit is only one of many spectacular uses of Goodrich rubber. In hundreds of applications, in scores of industries, Goodrich rubber is performing the unusual—adding new features to old products, making new products possible, increasing precision, reducing costs.

Goodrich rubber is on the march, to help thousands of products win new markets or hold those they have. You can have no conception of the possibilities of this amazing material until you consult The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

**Goodrich**

ALL *products problems* IN RUBBER

One of the famous GRACE "Santa" liners passing thru BOCACHICA CHANNEL, entrance to CARTAGENA Harbor, between the ancient fortresses of "San Fernando" and "San Jose." In buccaneering days heavy chains were stretched between these forts to prevent pirates from pillaging the wealthy Spanish city of CARTAGENA, the oldest walled city in South America. Photographed in natural color by Henry Clay Gipson.

**Main stairway on a new GRACE "Santa"**

**BETWEEN NEW YORK AND CALIFORNIA** visit Cartagena and Puerto Colombia, South America; the ruins of Old Panama, sacked by the pirates of the Spanish Main; El Salvador; intriguing Guatemala; Antigua; picturesque Mexico; and gay Havana (eastbound). Only on a GRACE "Santa" can you visit these fascinating places and only on one of these luxurious new (*the newest*) liners can you enjoy all outside rooms with private baths; the largest outdoor tiled swimming pool on any American ship; a dining room, high up on the promenade deck, with a dome which opens to the sky; Dorothy Gray Beauty Salon and pre-release "Talkies." Cruises sail fortnightly from New York and from San Francisco and Los Angeles. See your Travel Agent or GRACE Line: 10 Hanover Sq. New York; Little Bldg., Boston; 230 North Michigan Avenue, Chicago; 2 Pine Street, San Francisco; 525 West Sixth Street, Los Angeles.

GRACE LINE

# Why couldn't they copy its strength?

*The most popular brew in the world*

Anyone who has ever mixed a cocktail knows that it is a simple matter to make a drink strong.

But the addition of strong ingredients is not the way Guinness gets its strength. Its strength is the combined result of the use of the best materials, a natural brewing process, and long aging. It is not something super-added.

That is one reason why Guinness is not only an exhilarating drink, but a boon to digestion besides. It is *good* for you. Many people who cannot drink other brews thrive on Guinness.

Guinness is made today as it has been made for 170 years—of the very best of natural materials. No substitutes for malt are used. No chemicals are added to brighten or sweeten it. And none of the healthful elements are filtered out for the sake of sparkle.

It is kept in oak vats until it is properly matured. Then it is shipped to you.

No one has been able to copy the strength of Guinness because no one else has ever produced a brew like it . . . *Try a half-size bottle.*

# GUINNESS

## IS GOOD FOR YOU

*U. S. A. Office: A. Guinness, Son & Co., Ltd., 501 Fifth Ave., New York*

GU-18-A

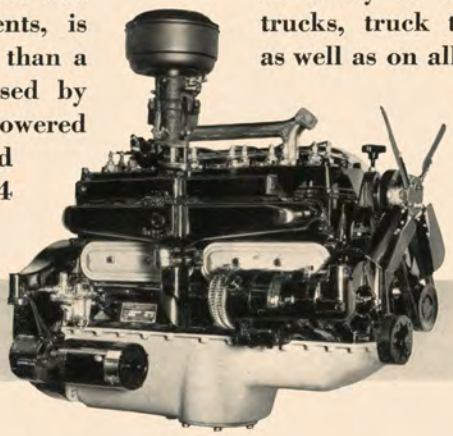
# HERCULES ENGINES

In these days of higher speeds and greater loads, highway transportation demands engines that are powerful, flexible *and* economical. Low fares mean that costs per mile must be kept within strict limits if operators are to earn a profit.

That Hercules Engines, both gasoline and Diesel, meet all these requirements, is emphasized by the fact that more than a quarter of all the buses purchased by transit companies last year were powered by Hercules. Hercules equipped more transit type coaches in 1934 than any other manufacturer.

Again this year, more Hercules equipped buses will deliver millions of rides—economical to passengers and profitable to operators—on the streets and highways of the world.

Hercules Engines are also standard equipment on many of America's leading makes of trucks, truck tractors and delivery units, as well as on all types of heavy-duty agricultural, oil field, road-building and industrial machinery. Hercules gladly provides experienced engineering assistance to power users.



**HERCULES MOTORS CORPORATION**
**CANTON OHIO**
America's Foremost Engine Manufacturer
Power Plants from 4 to 200 H. P.

# "let's go to the Virginia Hot Springs"

*. . to velvet greens and air-conditioned mountains*

Strange fact that one should go southward to cool off, but fact it is where this resort is concerned. Explanation: for each 300 feet that one travels *upward*, the average temperature drops 1 degree. At the Virginia Hot Springs, U. S. weathermen added the warmest minutes of the warmest hours of the warmest months for 37 years, averaged them, found that August's average was 78.8°, September's 73.6°. Thus, statistically, is corroborated what visitors have known these many years, that summers at The Homestead are delightful . . . It's cool enough for vigorous people to be vigorous, and warm enough for the languid to loll on rolling lawns and watch. At night, there's a pleasant drop to the sixties and fifties, which means the difference between obligation and ecstasy in dancing, with hours of deep sleep to follow . . . But, here we have you tucked in bed and we haven't said a word about golf, or skeet, or tennis, or riding, or even driving a buckboard over the miles of especially maintained dirt roads. If you want to know about the Cascade Course, or the Homestead Course, or the swimming, it looks as though you will have to ask for our beautiful new portfolio which tells you all about these things. We'll be glad to send it to you and to pay for your telegram of inquiry.

• • •

P. S. *The portfolio also tells about the Homestead Cottages, about the Hot Springs Hydrotherapy Institute, about rates, about ways to get here. It is complete, and we are rather proud of it.*

THE
# HOMESTEAD
IN THE COUNTY OF BATH AND THE STATE OF *Virginia*

ASK FOR THIS BEAUTIFUL PORTFOLIO WHICH DESCRIBES THE HOMESTEAD AND GIVES RATES

Cushioning the terrific, crushing impact of metal against metal, INSUROK Laminated Plastic Bearings (non-metallic) withstand the severest usage under the most destructive conditions of wear, neglect and abuse. Tough, durable, resilient, impervious to the action of most chemicals, acids, oils, solvents and reagents, INSUROK Plastic Bearings minimize friction, improve the operating efficiency and performance of power transmission equipment and production machinery of all kinds.

INSUROK graphited Plastic Bearings, a Richardson development, reduce power losses, give freedom from costly upkeep and frequent replacements, assure uninterrupted service and lower production costs. The graphite content remains unimpaired throughout the life of the bearing.

Details and complete information will be sent on request.

**RICHARDSON TECHNICAL SERVICE**

The Richardson Technical Staff is at your service, without cost or obligation, to assist in the application of INSUROK Plastic Bearings and Gears to all types of production equipment.

# *The* RICHARDSON COMPANY

Melrose Park, (Chicago) Ill. *Founded 1858* Lockland, (Cincinnati) Ohio
New Brunswick, N. J. Indianapolis, Ind.
Detroit: 4-252 G. M. Building. Phone, Madison 9386 New York: 75 West Street. Phone, Whitehall 4-4487

THE CHARACTER OF JONES & LAUGHLIN SHAPES THE SERVICE IT RENDERS . . .

J&L STEEL

## PUBLIC WORKS AND JONES & LAUGHLIN

Jones & Laughlin products and services offer rich opportunities to all who are engaged in the design, fabrication and construction of the different projects which comprise the vast field of Public Works. J & L manufactures many of the most important steel commodities that go into dams, locks, bridges, reservoirs, seawalls, highways, tunnels, waterworks, sewage plants and buildings of all kinds. The J & L engineering staff is able and experienced, and demonstrates almost daily its usefulness in directing the most economical application of these products. Jones & Laughlin is also in position to supply material completely fabricated for any type of job through the facilities of its well-equipped fabricating division. As a result of research, engineering development and advanced manufacturing practices, J & L construction products and services have been conspicuously successful in meeting the increasingly exacting needs of the Public Works industry. A current outstanding example is the setting of J & L Steel Piling, in welded double lengths, at a new record depth of 146½ feet in the construction of the great Fort Peck Dam across the Missouri River in Montana.

* * * *

Call on J & L for: steel piling, bars for concrete reinforcement, assembled bar mats for concrete highway reinforcement, tie wire, nails, seamless and welded pipe, plates, standard structural shapes, Junior Beams, light weight channels, and fabricated structural work, including steel plate construction and river barges.

JONES & LAUGHLIN STEEL CORPORATION
AMERICAN IRON AND STEEL WORKS
PITTSBURGH, PENNSYLVANIA

# NOW...IN YOUR PANCAKES
# Aunt Jemima's
# OWN PLANTATION FLAVOR

*Within full view of Mississippi steamboats, according to the legend, stood Aunt Jemima's cabin. For miles up and down the river, she was famous for the flavor of her tender pancakes*

**Richly tender . . . delicately light—these pancakes are a toothsome reminder of old times! It's Aunt Jemima's own secret—that wonderful plantation flavor. A special combination of four flours—rice, rye, corn and wheat, mixed for special lightness, extra-delicious flavor. If you want real old-time goodness in your pancakes, just add milk (or water) to Aunt Jemima Pancake Flour. Bake and serve, dainty golden-brown pancakes! The Quaker Oats Company, Chicago.**

## FREE

Mail this coupon for a trial size package of Aunt Jemima Pancake Flour together with recipe leaflet giving many tempting ways of serving pancakes and waffles.

The Quaker Oats Company, Dept. S-1, 1850 Board of Trade Building, Chicago. *Canadian address: Peterborough, Canada.*

☐ Pancake sample ☐ Buckwheat sample

*Name* .....

*Address* .....

*Aunt Jemima Pancake Flour in the red package; Aunt Jemima for Buckwheats in the yellow*

# the story of a wonderful boy

## now told in countless homes with a movie camera

LIVING, MOVING SCENES from your baby's life—from the time he's a little downy-headed creature absorbed in his own waving fingers and toes—through each winning phase of his development—

His first baby steps . . . his first suit of rompers . . . playing with the new puppy . . . riding on his toy "bike" . . . a thousand little dramas, each one more fascinating than any drama on any stage—

In countless homes today the movie camera is making a record—vivid, intimate, true—of the family story; keeping alive the memories and associations that knit each family together . . . There's no greater thrill than recapturing treasured experiences you have shared in common—seeing them happen again, with startling reality, on your own home screen.

Eastman's finest home movie cameras—Magazine Ciné-Kodak and Ciné-Kodak "K"—make it easy and simple for anyone to make home movies.

### FULL-COLOR KODACHROME

And now you can get the thing so many people have longed for as the sheer perfection of picture taking—movies in full, natural color. These 16 mm. cameras give you either brilliant black-and-white or color movies. For radiant, lifelike color—just load your camera with Kodachrome, Eastman's wonderful new color film. No fuss, no extra equipment—it's as simple as black-and-white.

Drop in at your dealer's today—let him put both these cameras through their paces for you. He has some great reels to show you . . . Eastman Kodak Company, Rochester, N.Y.

**CINÉ-KODAK "K"** is the world's most widely used 16 mm. home movie camera—it's so simple, yet so fine. You get clear, brilliant movies at the touch of a lever. Performs beautifully for the beginner, and, as your skill increases, responds to every exacting demand. Loads with full 100 feet of 16 mm. film. With *f*.1.9 lens, $88.50; including case, $100. A new low price.

**MAGAZINE CINÉ-KODAK** loads in three seconds. You don't touch the film. It comes in a magazine. Just slip the magazine into place, close the camera cover and shoot. Effortless loading is only one of six new features in this remarkable pocket-size movie camera. With fast *f*.1.9 lens, $125; including combination carrying case, $137.50.

# Modern Effects

## AT LESS EXPENSE FOR HOME OR OFFICE

EXECUTIVES who realize the value of distinguished offices and reception rooms . . . property owners who delight in charming home surroundings . . . will be interested in the versatility and economy of Genuine Masonite Insulation and PRESDWOOD and their allied products.

From Rustic and Colonial to Ultra-modern design, these all-wood materials are ideal for floors, walls, ceilings and furniture. Easy to install in new buildings or old. Blend perfectly with existing schemes, or offer unlimited departure from the conventional.

Masonite Products are grainless. Moisture resisting, they will not warp or buckle. Will not split or crack. Easily applied by regular carpenter. Natural brown shade has a warmth and beauty all its own. For particular color schemes, the smooth surface, after being sized, can be painted or enameled with any standard finish.

Illustrated is a model room, showing some of the many ways Masonite Products, left in their natural finish, can be used. Expensive inlaid flooring effect produced inexpensively with Masonite Cushioned Flooring. Wainscoting of Masonite Tempered PRESDWOOD. Walls and ceiling of Masonite Insulation, decorated with modern grooved design.

We will be glad to send samples and additional information to those interested in building or modernizing. Masonite engineering laboratories offer assistance to individuals and industries who have construction problems . . . and want to reduce costs. Address Masonite Corporation, 111 W. Washington St., Chicago, Ill.

GENUINE

**Masonite INSULATION**

AND **PRESDWOOD** • QUARTRBOARD • TEMPRTILE • CUSHIONED FLOORING

"I couldn't get along without Ingram's Milkweed Cream and Velveola Souveraine. Every woman should get the 'beauty' that is, truly, 'in every jar' and in every Ingram box and bottle, too."

(Signed)
MARY FULLER
January 31, 1916

What Ingram's products do for famous beauties they can do for YOU—

## Take Advantage of This Offer

Send us 6c in stamps to cover cost of packing and mailing, and get free our Guest Room Package containing Ingram's Face Powder and Rouge in novel purse packets, and Milkweed Cream, Zodenta Tooth Powder and Perfume in Guest Room sizes. Address

**F. F. Ingram Co.**
**43 Tenth St. Detroit, U. S. A.**
**Windsor, Ont.**

STARS of the Movies, who must stand the severe test of the camera, especially appreciate the great value of Ingram's Toilet Creations.

To keep the complexion fair and free from blemish, skin disorders and sallowness, there is nothing equal to

# *Ingram's* Milkweed Cream

**All Druggists, or by Mail, postpaid 50c and $1**

**Preserves Good Complexions—Improves Bad Complexions**

There Is Beauty In Every Jar

## *Ingram's Velveola Souveraine*

is a face powder that beautifies, conceals blemishes and is *sure to stay on*. 50 cents—4 shades.

Ingram's Rouge is the "pink of perfection." Ingram's Perfumes and Toilet Waters are "doubles" of real flowers.

See free offer in left-hand panel. Write.

**FREDERICK F. INGRAM CO.**
*Makers of Milkweed Cream*
Established 1885
**Windsor, Ont. 43 Tenth St., Detroit, U. S. A.**

**"The Crowning Attribute of Lovely Women is Cleanliness"**

A woman's personal satisfaction in looking charming and dainty is doubled when she knows everything about her is exquisitely clean.

# Naiad Dress Shields

are thoroughly hygienic and healthful to the most delicate skin; are absolutely free from rubber, with its disagreeable odor; can be easily and quickly STERILIZED by immersing in boiling water for a few seconds only. They are preferred by well-gowned women of refined taste

*At stores or sample pair on receipt of 25c. Every pair guaranteed.*

**A handsome colored reproduction of this beautiful Coles Philips drawing on heavy paper, 10 x 12, sent for 10c. No advertising.**

**The C. E. CONOVER CO., Mfrs.** **101 Franklin St., NEW YORK**

# not registering!

ADVERTISING, like a taxicab, returns a profit only when it is registering.

Young & Rubicam has devised ways to determine whether advertising is registering with the public, to what extent it is registering . . . and most important of all, ways to make it register.

**YOUNG & RUBICAM, Inc.,** *advertising*

NEW YORK • CHICAGO • DETROIT

# BUYING PALMOLIVE 3,000 YEARS AGO

The shop came to the shopper in the days of the first Palmolive. No convenient corner store, no fragrant green cake, but flagons of Palm and Olive oil brought from far countries for the toilets of artistocratic women. And while these ancient customs have vanished with the passing of 3,000 years, the world still prizes these two great natural cleansing agents. Not alone for their wonderful *natural* qualities, but for their still more wonderful combination in

# PALMOLIVE SOAP

Once you become acquainted with the fragrant, profuse, creamy Palmolive lather, no other soap will satisfy. This is why millions use Palmolive.

Palmolive soap heads the famous line of toilet specialties bearing the name. There is Palmolive shampoo, cold cream, vanishing cream, powder and rouge, price 50 cents each; Palmolive talcum, lip-rouge and shaving stick, price 25 cents each.

If your dealer does not carry a full stock write us direct, enclosing price of article desired.

*Week-end Package mailed for 25 cents in stamps. Contains 8 favorite Palmolive articles, attractively packed.*

B. J. JOHNSON SOAP COMPANY, INC., Milwaukee, Wis.
Canadian Factory: 155-157 George Street, Toronto, Ont.

# *Right Now*... YOU CAN GET A BIGGER TRADE-IN ALLOWANCE FOR YOUR OLD RADIO!

# See your PHILCO dealer today!

THIS is the time of the year when Philco dealers everywhere offer their most liberal trade-in allowances! And this year, with Philco's special cooperation, your old radio has a surprising *added value* on a number of exquisite, brand new, 1940, fine performing Philco radios and radio-phonographs.

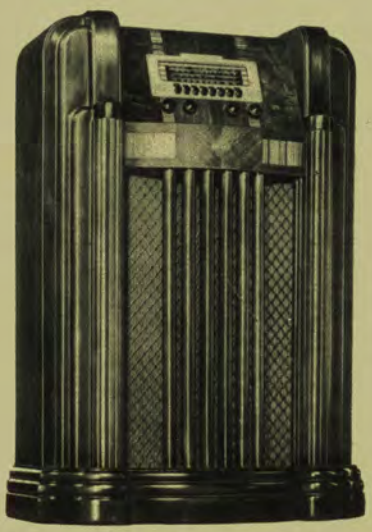
Right now, is the best time for you to replace your old radio and begin to enjoy the thrills of a modern, 1940 Philco . . . America's favorite and finest radio. Enjoy the glorious new richness and purity of tone which is yours through the Built-in Super Aerial *System*, Philco's amazing and exclusive invention. You just plug in anywhere and play . . . no untidy aerial or ground wires on your roof or around your room. Tune in short-wave foreign broadcasts better than ever, hear history as it happens *direct* from the capitals of Europe. Beautify your home with the smart, lovely design of Philco's 1940 cabinets.

Your Philco dealer offers you a real, money-saving opportunity now. Visit him today . . . investigate his special offers while they last . . . see *how much* your old radio is worth in trade if you act at once. And remember—you can have your choice on the very easiest of monthly payment terms.

**PHILCO 217RX WITH WIRELESS REMOTE CONTROL** The world's most thrilling radio! 12 tubes, American and Foreign reception, Built-in Super Aerial *System* . . . *plus* Wireless Remote Control of favorite stations. Tune from any room *without wires or connections to radio!* Magnificent Walnut cabinet with folding lid that covers the Inclined Control Panel. Extra liberal trade-in allowance; easy terms.

**PHILCO 190XF** *(right)*. A sensational value that brings you *marvelous* tone, performance and beauty! Powerful American and Foreign reception. Built-in Super Aerial *System* with Twin-Loop Aerial. Electric Push-Button Tuning for favorite stations. Impressive Walnut cabinet with Inclined Control Panel. Special trade-in allowance, easy terms.

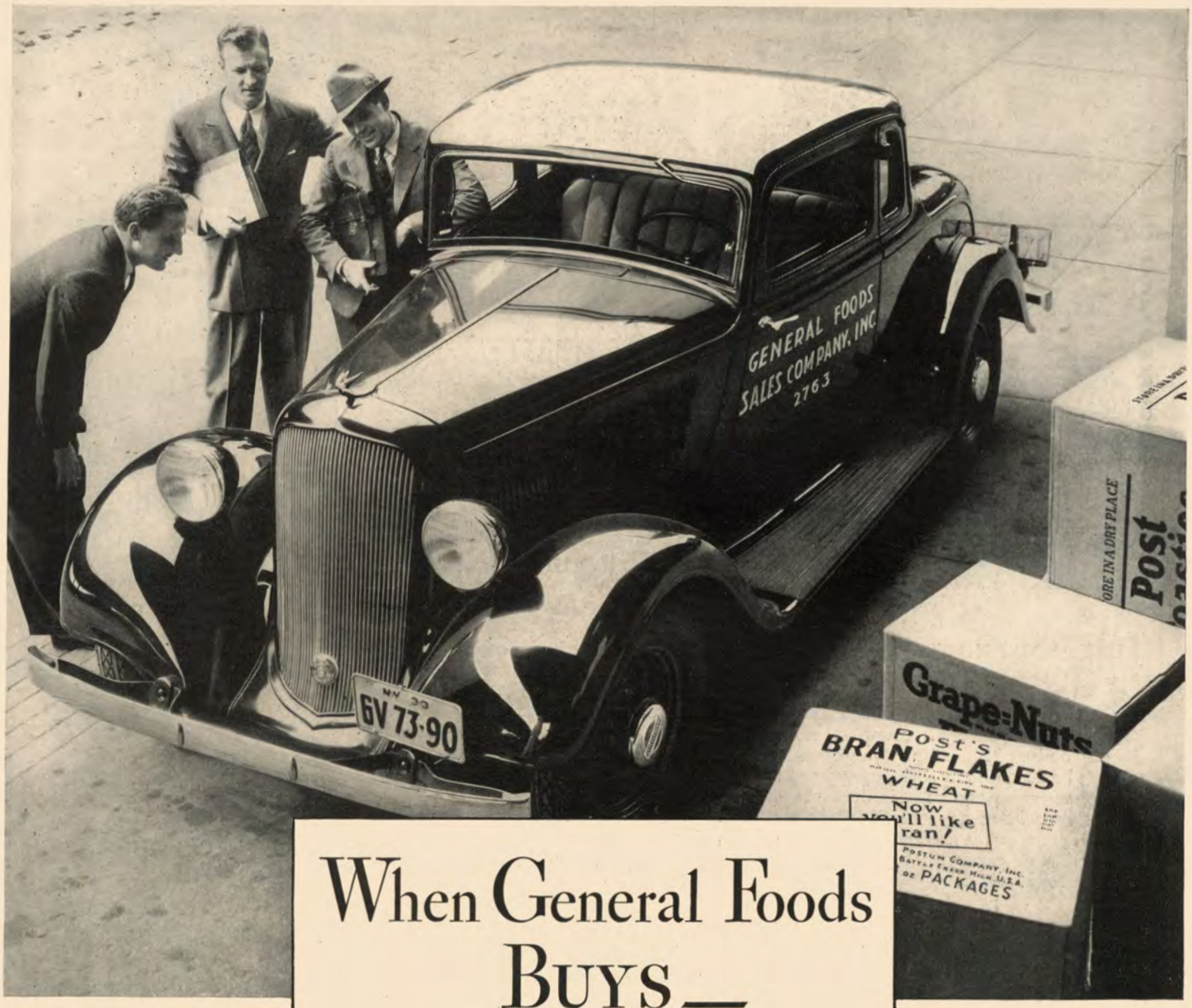
**PHILCO 150T.** Built-in Super Aerial *System* gives you *powerful* American and Foreign reception. Electric Push-Button Tuning for favorite stations. Fine-toned speaker. Lovely Walnut cabinet with Inclined Control Panel. Generous trade-in allowance; easy monthly payment terms.



**PHILCO RADIO-PHONOGRAPH 515.** Authentic 18th Century Chippendale reproduction, in choice of richly finished, hand-rubbed Walnut or Mahogany. Has new Philco *De Luxe Intermix Record Changer;* plays 14 ten and twelve inch records, intermixed in any order, at one loading. Extra trade-in allowance and easiest of terms.

**PHILCO TRANSITONE PT-43** *Quality-built*, AC-DC Compact with Built-in Loop Aerial. 5 Loktal tubes. Walnut cabinet, cream plastic trim; also in other colors. Many models, $9.95 up.

PHILCO OFFERS A COMPLETE SELECTION OF AUTO RADIOS FROM $19.95 UP—INCLUDING THE SENSATIONAL NEW SHORT-WAVE AUTO RADIO . . . HEAR IT!




# When General Foods Buys— *"There's a Reason!"*

TWO YEARS AGO, General Foods' manager of the Automotive Division placed his first order for a Plymouth with Floating Power.

Additional orders followed. During the first six months of this year, General Foods added one hundred *more* Plymouths to its fleet! For plenty of good reasons.

Their salesmen travel in these cars—and General Foods wants its men fresh on the job at the end of the day. Safety counts too—and pick-up and speed (because men must be on time). They travel a lot in cities—so easy handling is wanted.

When General Foods started buying Plymouths, these cars cost a little more than the other two leading low-priced automobiles. Today—they are priced as low as the lowest.

And that price buys the smoothness and man-saving comfort of Floating Power engine mountings—the safety of safety-steel bodies and hydraulic brakes—Plymouth's famous shockless cross-steering—the pep and get-away of a 70-horsepower L-head engine—plus the operating economy of a car unburdened by unnecessary dead weight!

• • •

IS IT GOOD BUSINESS to look at all three low-priced cars? We think the case is clear cut. For it costs nothing to investigate — as thousands of private car owners and fleet owners have discovered.

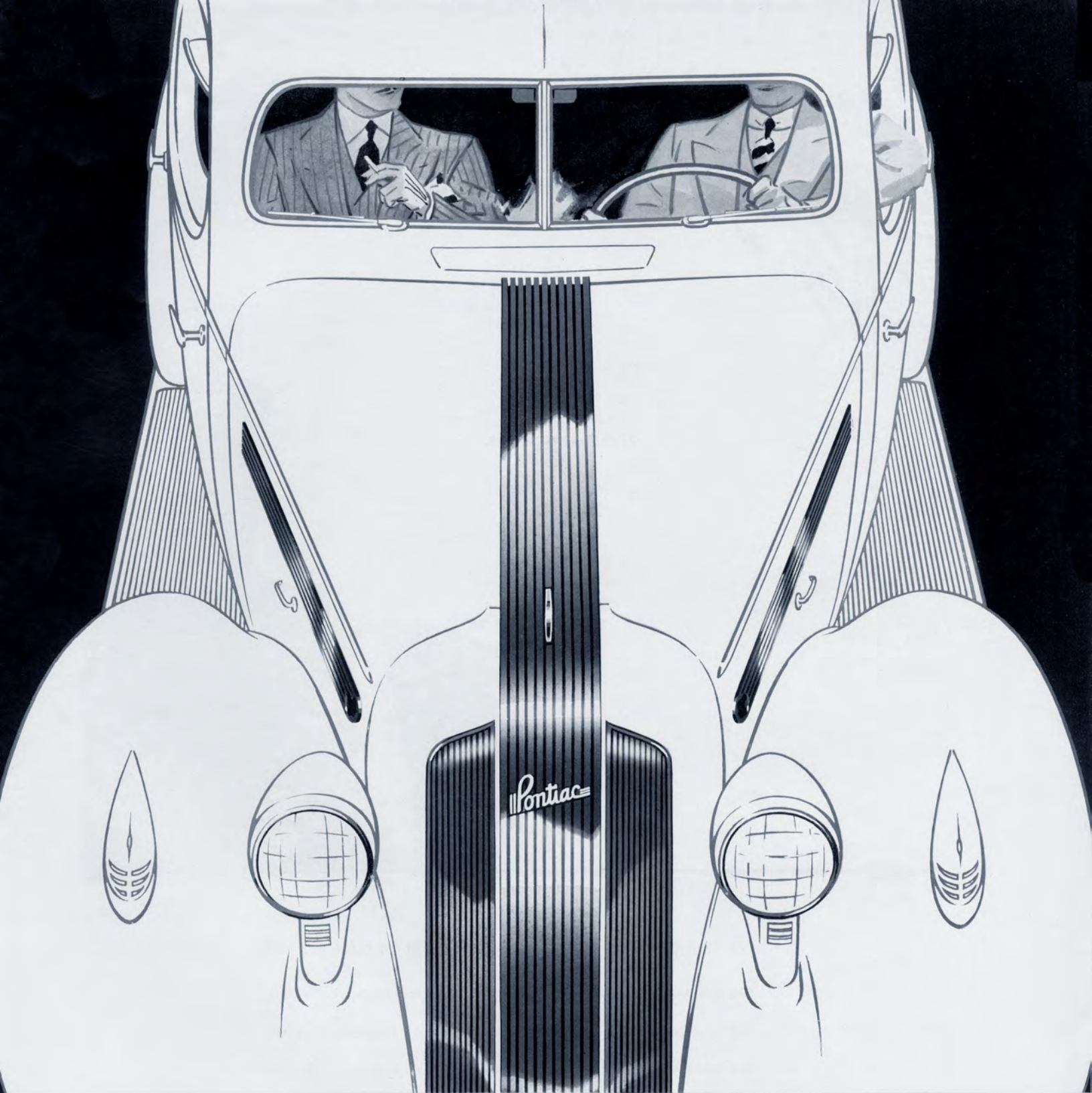
And with Plymouth priced as low as the lowest—no fleet operator need be limited any longer to the choice between *two* low-priced cars!

Standard models priced from $445 to $510; De Luxe models, $495 to $595. Prices subject to change without notice. See Plymouth at Chrysler Motors Building, Chicago Century of Progress.

# PLYMOUTH SIX

FLOATING POWER
HYDRAULIC BRAKES
SAFETY-STEEL BODY

**$445**
AND UP F. O. B. FACTORY, DETROIT




# America's leading men of affairs ride behind the *Silver Streak*

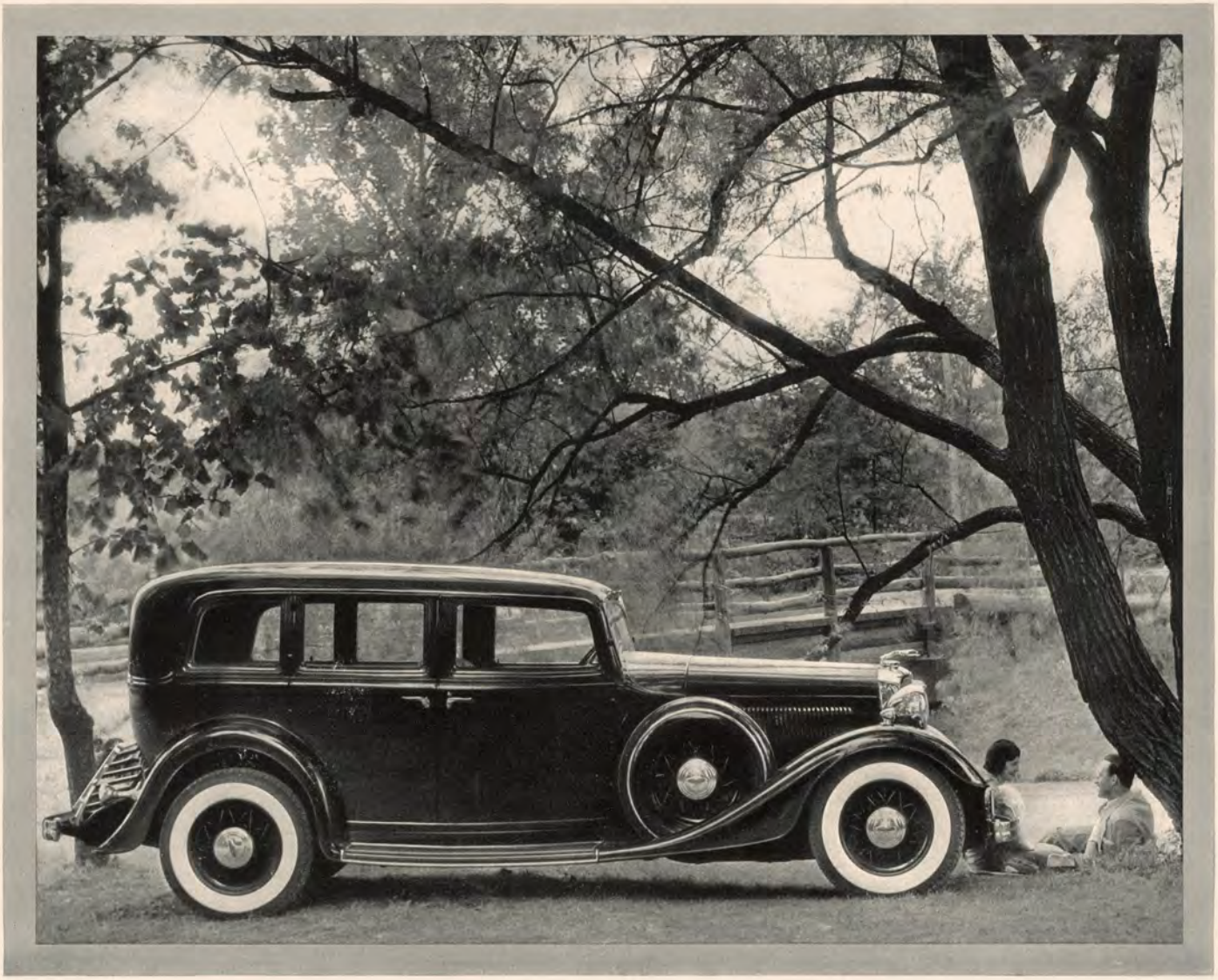
In the long, long list of Pontiac owners are hundreds of names that will ring familiarly in the ears of everyone who keeps informed about business and finance. Pontiac, in just a few months, has become the personal car par excellence—the chosen transportation of people with the wide world to choose from, and unlimited means to gratify their desire. *And one ride tells you why.* In a single trip behind the Silver Streak you will discover that the most beautiful thing on wheels is even better than it looks! And it is that discovery which has made the 1935 Pontiac the natural choice of the chosen few.

PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN

**SILVER STREAK**
**PONTIAC**
SIXES AND EIGHTS

*List prices at Pontiac, Mich., begin at $615 for the Six and $730 for the Eight (subject to change without notice). Standard group of accessories extra. Easy G. M. A. C. Time Payments. A General Motors Value.*

**$615**



**IN TIME...**

**IN COMFORT...**

**IN SAFETY...AN UNQUESTIONABLY SOUND INVESTMENT**

THE LINCOLN is a highly satisfactory possession of those who want and can afford the finest in motoring transportation. The rich, deep comfort is unfailingly restful. Its sturdiness gives a feeling of safety and security on any road. The great power, so silently smooth-flowing that one is scarcely aware of it, is always more than sufficient for any normal demand. Year in and year out, the trouble-free service which this motor car will render you reflects the true worth of the materials of which it is made, and the character of Lincoln craftsmanship. . . . These are times for careful, constructive buying. Like many owners, you may consider the purchase of the Lincoln an unquestionably sound investment.

★ *Every Lincoln is built to the highest standards of mechanical excellence. Prices are the lowest in Lincoln history. The Lincoln* V-12 *with* 145-*inch wheelbase and the Lincoln* V-12 *with* 136-*inch wheelbase are available in a wide variety of body types, with full equipment, from* $2700 *to* $7000 *at Detroit.*

*THE* **LINCOLN**

# CRAFTSMEN

## *in the Modern Art of Meat Making*

IN every worth while product, there is one indispensable element — the sincerity and fidelity of its maker.

And that, we believe, involves the selection and training of men and the skillful use of raw materials, as well as the keeping of promises and the carrying out of contracts.

The men who transform fresh pork and beef into the finished Morrell Meat Products are craftsmen just as surely as those who work with wood or metal, only their skill is keyed to standards of fine flavor, expert trimming and cleanliness, instead of to size, design and finish.

These Morrell craftsmen have the priceless guidance of Morrell's 108 years of experience, which began in Bradford, Yorkshire, England, in 1827. They work with the most modern facilities and equipment.

But, most important of all, they have constantly before them the traditional ideals of the House of Morrell, which have always placed quality and craftsmanship far above mere volume.

The business of John Morrell & Co. is today being directed by the fourth and fifth generations of the House of Morrell. Firmly rooted, financially sound and increasingly fruitful, it gives vital testimony to the fact that quality and fair play are the best policy.

•

*The Splitter*

With a few powerful unerring strokes of his razor-like cleaver, the Splitter, highest paid craftsman on the Hog Killing Floor, splits each carcass into two equal parts.

THIS ADVERTISEMENT IS NO. 4 OF A SERIES

JOHN MORRELL & CO.

*Established in Yorkshire, England, in 1827 · In America since 1865*

OTTUMWA, IOWA · SIOUX FALLS, SOUTH DAKOTA · TOPEKA, KANSAS

Morrell PRIDE meats

UNPRECEDENTED in the history of civilization stands the vast communications service—the world-girdling telephone and telegraph. The fate of nations, the gearing of commerce, the saving of countless lives depend on endless careful planning, on workers' skill—yes, and likewise on the horde of good trucks—GMCs—servicing this communication web. The Makers of General Motors Trucks salute the service of a trillion wires and its controllers, providers of close ties for all human relations!

*Time payments through our own Y. M. A. C. Plan at lowest available rates*

## GENERAL MOTORS TRUCKS AND TRAILERS

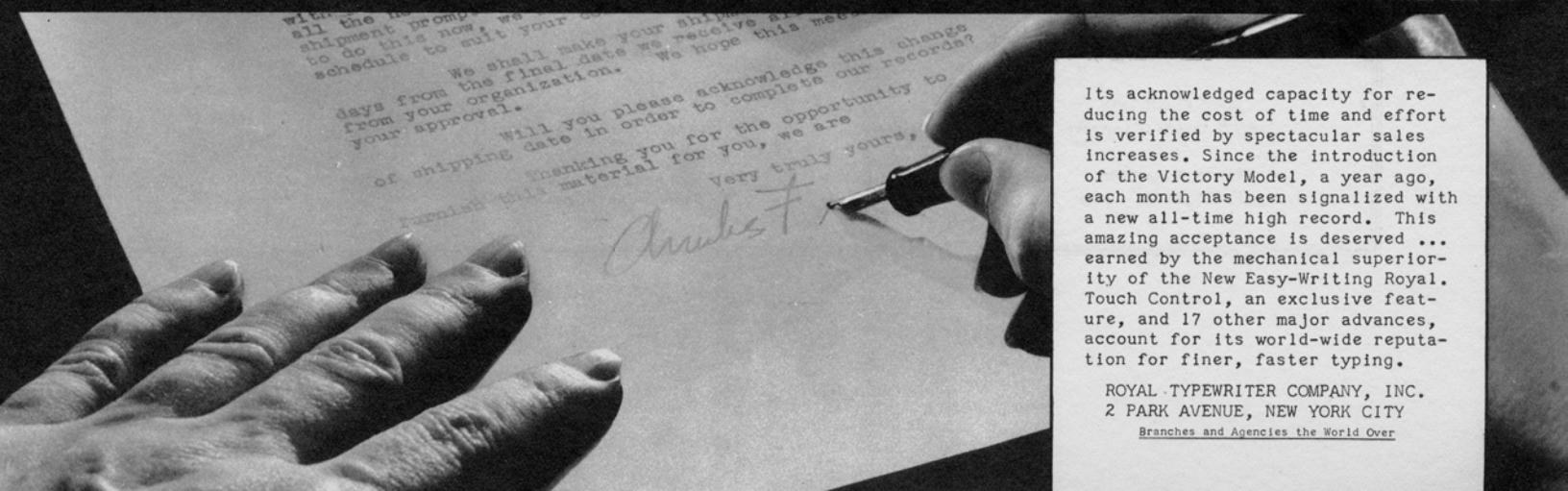
◆

GENERAL MOTORS TRUCK & COACH
*DIVISION OF*
*YELLOW TRUCK & COACH MANUFACTURING COMPANY*
*PONTIAC, MICHIGAN*

# THE SHORTEST DISTANCE BETWEEN THE THOUGHT

# AND THE PERFECTLY TYPEWRITTEN LETTER

# IS THE NEW EASY-WRITING ROYAL TYPEWRITER



Its acknowledged capacity for reducing the cost of time and effort is verified by spectacular sales increases. Since the introduction of the Victory Model, a year ago, each month has been signalized with a new all-time high record. This amazing acceptance is deserved ... earned by the mechanical superiority of the New Easy-Writing Royal. Touch Control, an exclusive feature, and 17 other major advances, account for its world-wide reputation for finer, faster typing.

ROYAL TYPEWRITER COMPANY, INC.
2 PARK AVENUE, NEW YORK CITY
Branches and Agencies the World Over

# How to keep your face looking cool and fresh

During hot weather, the excess of moisture, due to the stimulation of both the oil and the perspiration pores, is bound to make your skin oily and shiny, unless you do something to prevent it.

Apply Pond's Extract Company's Vanishing Cream lightly; then dust over it with the finest of powders. "Vanishing Cream" is especially well adapted to use *after* washing, because it actually vanishes, disappears! Even in the warmest weather, it makes your skin look cool and fresh.

Pond's Extract Company's Vanishing Cream is the most individual face cream made. It is unlike anything you have ever used. It conforms to the same high standard that characterizes all the Pond's Extract Company's products.

## Pond's Extract Company's

# VANISHING CREAM

***Pond's Extract***
***For Bites, Stings, Cuts***

Pond's Extract has been used for sixty years for everyday injuries. Most of us can remember many occasions when having it available has saved hours of suffering. Get a bottle today. You will be surprised how frequently you will need it.

***Try These Products***
***at Our Expense***

On request, we will mail samples of both Pond's Extract and Vanishing Cream. Upon receipt of 4c in stamps, we will send an extra large trial tube of Vanishing Cream. Address The Pond's Extract Co., Dept. K , 131 Hudson St., N. Y.

*Our tooth paste, talcum powder, cold cream and soap have the same individuality which characterizes all of the products of the Pond's Extract Company. They are different from ordinary toilet preparations. Why not try them?*

The music of Wurlitzer pianos, electronic organs, accordions, and juke boxes is heard "'round the world." Wurlitzer is America's largest manufacturer of pianos all produced under one name . . . also America's largest manufacturer of accordions and juke boxes.

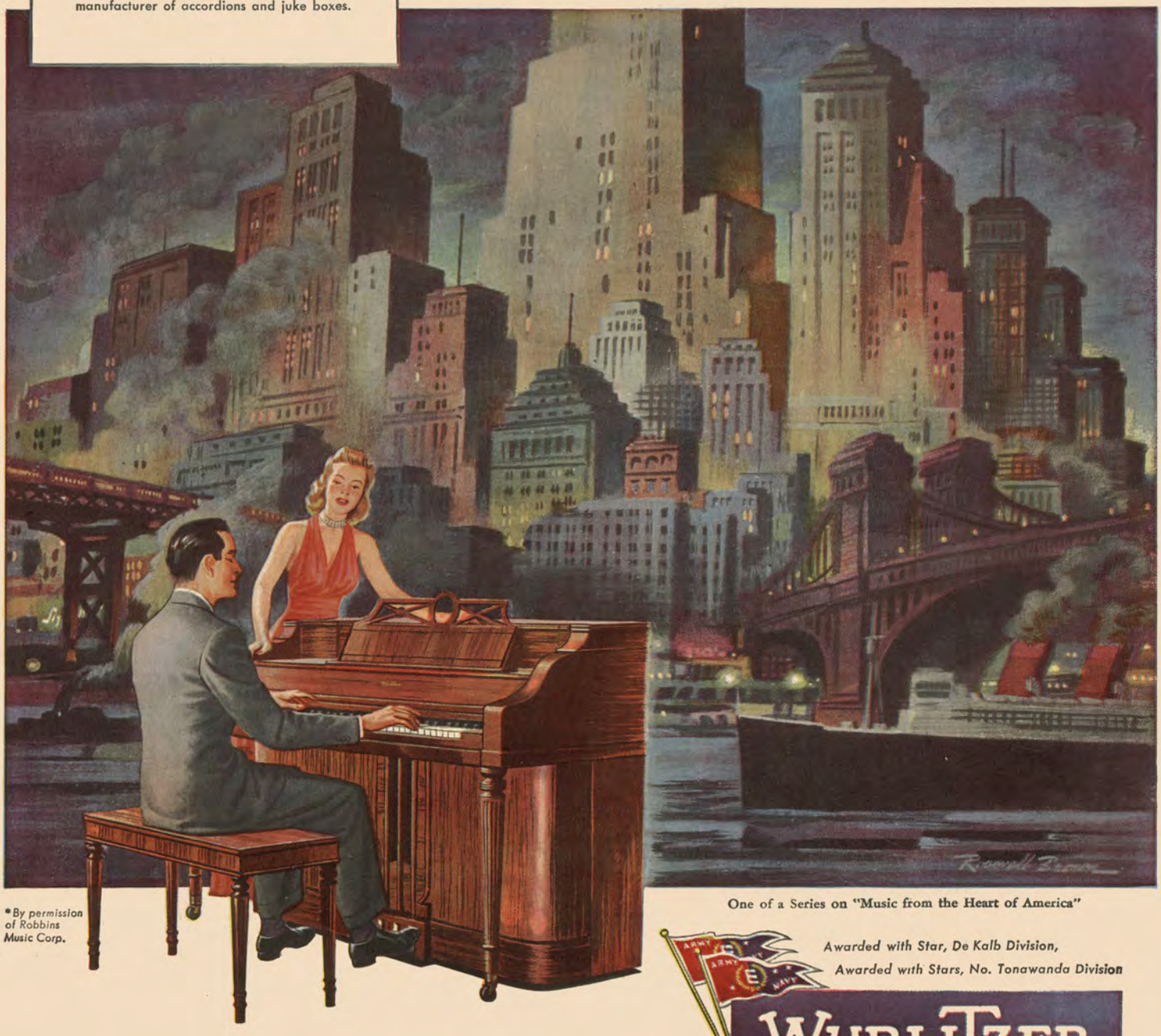
# *Manhattan Serenade* *

Listen to music inspired by the beauty and grandeur of the turbulent city of tall towers and myriad lights! Listen . . . and hear the music of George Gershwin, Louis Alter, Irving Berlin, Jerome Kern and many other great popular composers . . . troubadours of Manhattan, singing to the heart of all America!

The best of popular music, old and new, can be heard everywhere on the Wurlitzer Juke Box. In your home you will enjoy playing this music on the Wurlitzer Spinette, a piano distinguished for modern design as well as rich and resonant tone.

Wurlitzer has completed its war work and its factories at N. Tonawanda, N. Y. and De Kalb, Ill., are returning to peacetime production. A great new line of juke boxes, pianos, electronic organs, accordions, etc. has been perfected by Wurlitzer research and production engineers. These instruments will offer more in beauty, performance and value than ever before.

The Rudolph Wurlitzer Company, 105 W. Adams St., Chicago.



*By permission of Robbins Music Corp.

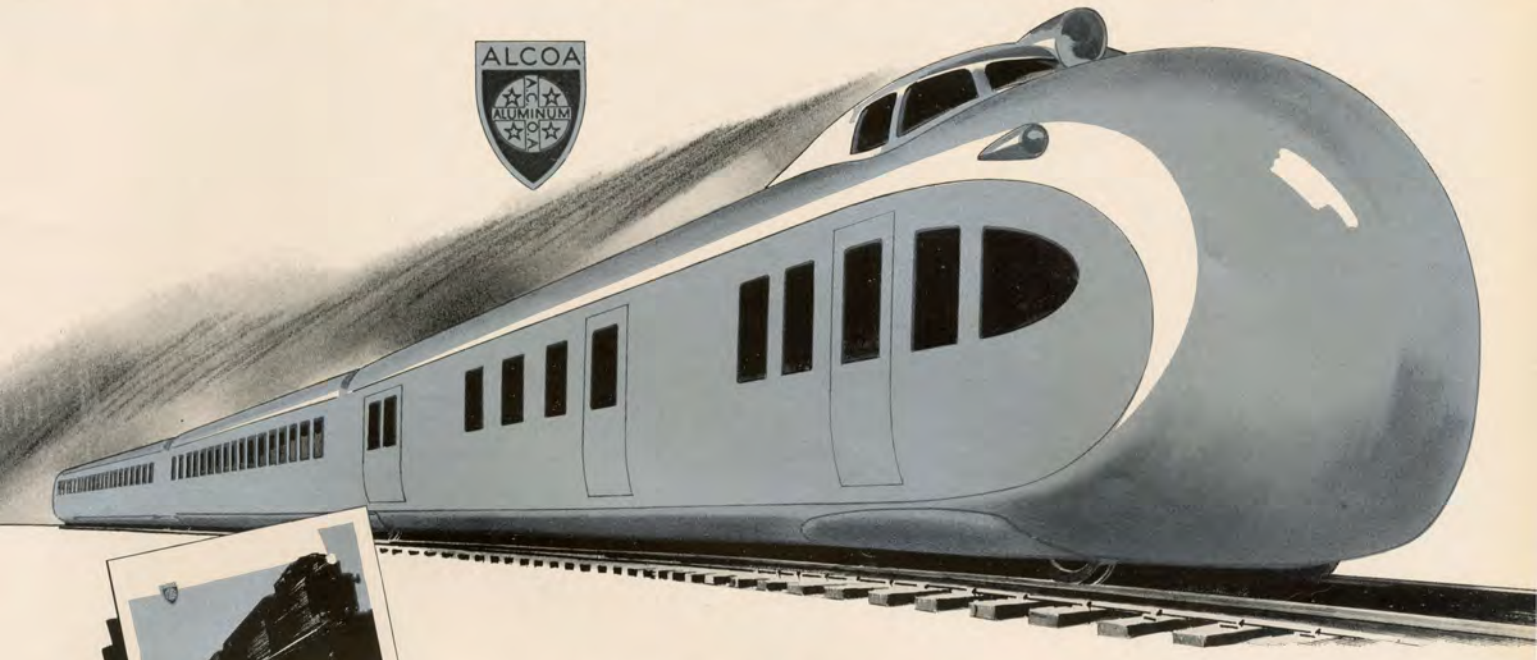
One of a Series on "Music from the Heart of America"

*Awarded with Star, De Kalb Division,*
*Awarded with Stars, No. Tonawanda Division*

**WURLITZER**

THE NAME THAT MEANS *Music* TO MILLIONS

# WHEN ALCOA *Aluminum* RIDES THE RAILS



*Prophecy fulfilled in three short years! Above advertisement appeared in the Saturday Evening Post, June 21, 1930.*

The modern trend in rolling stock—Union Pacific's Rail-Plane—a new high speed, light weight, stream-lined train, made of Alcoa Aluminum alloys. Everything's smooth—not a break in contour from stem to stern. Its three-car unit carries the engine, railway postoffice, baggage car, buffet diner, and 116 passengers—the equivalent of an ordinary passenger locomotive and train. Yet altogether this train weighs even less than a standard single Pullman car. Powered with a 12-cylinder automotive engine, 600 horsepower carries this train as fast as 110 miles per hour—contrasted with 2000 to 4000 horsepower needed to haul ordinary fast trains. Faster, safer, more comfortable, *it actually costs less per passenger mile to operate than a motor bus!*

## . . . There's Safety, Speed and Savings

"Help us redesign—help us give better service more economically," the railroads are asking the equipment companies. And the latter are answering with radically *new* trains—stream-lined trains, motor-powered trains, *trains made of the light, strong alloys of Alcoa Aluminum*. Using this metal, tons of needless dead-weight are eliminated, yet structural parts are actually thicker, sturdier, *safer*. With dead weight cut, speed is increased; starts, stops, acceleration are smoother; power and maintenance costs are greatly reduced. What Alcoa Aluminum brings to trains, it brings also to buses, truck bodies, elevators, tank cars—every unit of transportation.

## Every Industry Profits from Alcoa Aluminum

In every industry, the men who set the pace are investigating the possibilities of Alcoa Aluminum. Strong as structural steel, yet only 1/3 as heavy, the alloys of this modern metal are lifting dead-weight from production equipment, increasing efficiency. They're non-contaminating, non-magnetic, high in heat and electrical conductivity. They bring light weight, durability, attractiveness to the finished product. In the factory, paint made with genuine Alcoa Albron powder as a pigment will brighten interiors, protect surfaces from rust, weathering, smoke and acid fumes.

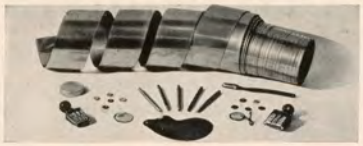
Alcoa Aluminum can make *your* production more efficient, *your* product more saleable. Let us show you how. Also how to use, form and handle this modern metal. Address: ALUMINUM COMPANY *of* AMERICA; 1802 Gulf Building, PITTSBURGH, PA.

★

**KEEP COOL WITH ALCOA ALUMINUM**

Alcoa Aluminum, used for fins, tubings and fittings in these refrigerator coils, dissipates heat faster because of its high thermal conductivity. Easier to install, too, because of its light weight. Ideal for food refrigeration because it isn't affected by commonly-used refrigerants.

**THAT FINISHING TOUCH**



Thanks to Alumilite, the new protective finish for aluminum, your product can have a permanent, attractive, sales-stimulating color. Color becomes an integral part of the metal—it can't crack or flake, even when the colored product is stamped from a coil! Process owned by Aluminum Colors, Inc.

**NO FEAT AT ALL**

This man is lifting an Alcoa Aluminum casement window taller than he is and three times as wide. Because of its light weight it can be easily handled, easily installed. No warping. No splitting. No maintenance. No drip-staining of adjoining surfaces.

# ALCOA ALUMINUM

There is only one

# Budweiser

KING OF BOTTLED BEER

Today, as always.... brewed and fully aged in the World's Largest Brewery

ANHEUSER-BUSCH ~ ST. LOUIS

FALL WEATHER is football weather—and driving weather, too . . . . don't miss the thrills of either!

Now that oil companies are selling Ethyl at only 2c a gallon over the price of "regular," it costs only about seventy cents a month extra, on the average, to get the world's highest quality gasoline.

And for that small sum you make real dollar savings in lessened repair bills, fewer carbon removals, less oil used—not to speak of the *fun* you get from driving a more responsive car.

Since the price reduction, thousands of motorists have switched to Ethyl. Join them today and prove for yourself that *the next best thing to a brand new car is your present car with Ethyl.*

Ethyl Gasoline Corporation, New York

WITH ETHYL (TRADE MARK) REG. U.S. PATENT OFF. BRAND OF ANTI-KNOCK COMPOUND ETHYL GASOLINE CORPORATION NEW YORK, U.S.A.

THE WORLD'S HIGHEST QUALITY MOTOR FUEL

*Ethyl contains lead.* © E. G. C. 1933

**NOW**

SOLD BY OIL COMPANIES AT

*only* 2c PER GALLON

*over "regular"*

# NEXT TIME STOP AT THE ETHYL PUMP

# *When BLOWOUTS happen —what then?*

**You can now escape the greatest danger—the violent swerve, the disastrous loss of control — if the tubes in your tires are LIFE GUARDS**

SO LONG as tires are filled with air, it is foolish to talk of making them absolutely "blowout proof," for the same reason that nothing can make them absolutely "puncture proof."

But now you can have far greater safety *after* a blowout happens.

What makes blowouts dangerous is the sudden escape of the air — the sudden collapse of the tire, which leaves you at the mercy of a flapping, writhing "flat" on one wheel.

So Goodyear set out to develop a tube which would prevent this instant collapse — and give you precious time to make a stop with your car under control.

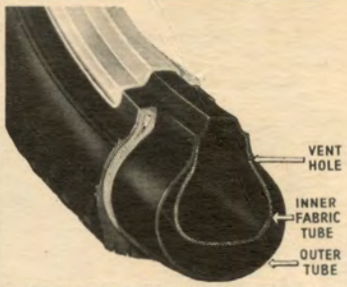
Actually, there are two tubes — one inside the other. Even when the casing and outer tube are blown or torn wide open — you still have a reserve of air, in the two-ply fabric-reinforced inner chamber, and the tire goes "soft" instead of "flat."

Blowouts thus become no more hazardous than a slow leak—and just as easy to control.

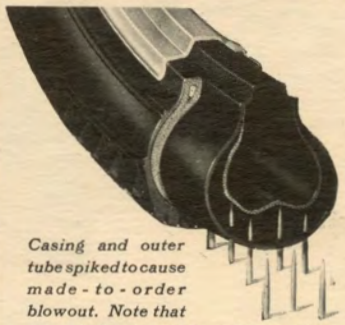
To test the protection which this new LIFEGUARD Tube provides, Goodyear wrecked hundreds of tires deliberately — with spikes, with knives, with dynamite— *and never had an accident.*

LIFEGUARD Tubes are neither cheap to build nor cheap to buy.

They are not built to save money — but to save lives.




*How LIFEGUARD Tube looks inside tire during normal driving*



*Casing and outer tube spiked to cause made-to-order blowout. Note that two-ply fabric-reinforced inner chamber remains intact. Car rides on this reserve air until it can stop in safety*

**LIFE GUARD TUBE**

THE GREATEST NAME IN RUBBER

**GOODYEAR**

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

# DESIGNED FOR LIVING

zestfully. The Huckins 48′ silent V drive offshore cruiser, driven by a constant flow of power from a pair of 180 H. P. Sterling Petrel 6 cylinder engines, attains a speed of 32 miles per hour. This latest model of the Fairform Flyers has a beam of 12′ 1″, a draft of 2′ 6″, and a maximum cruising radius of 240 miles.

## STERLING ENGINE COMPANY

1250 NIAGARA STREET « » « » BUFFALO, NEW YORK, U.S.A.

Sterling
THE ENGINE OF REFINEMENT

NRA
MEMBER
U.S.
WE DO OUR PART